

# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
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October 23, 1997

**RJR Account #«SIS»**

«NAME»

«ACCOUNT»

**WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008**

Dear «GREETING»:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as «SKUS» SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts.

«COMMENTS» All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
«STYLE1»	Winston Filter Box	12300-24876
«STYLE1»	Winston Light Box	12300-22772

«PO»

Product / Premium Arrival: December «SHIPDATE», 1997

Ship Date to Retail: Week of: January 5, 1998

Displays (Item #536285)

<u>SKU CUBE:</u>	<del>0.8260</del>
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	<del>20 units</del>

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: \$«EFT»

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-2-

.70¢ 2-Pack Tear Tape

«ACCOUNT»

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$«PYMT» («CASES» (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: «CC»

L. E. MacWilliams

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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210 SMS210N4 1                      SALES MATERIALS SYSTEM                      10/23/97 15:51  
 Item: 536285 Finished Good      ITEM MAINTENANCE                      FN: \_\_\_\_  
 Description of Item:                      Action(C,D,R, ' '): \_\_\_\_      Next Item: \_\_\_\_  
 S WIN B2G .70 OFF DISPLAY KIT                      Status: A      Item Type: F  
 L                      Active Item: Y  
    Prime Whse: W150      Refurb #: 0  
    Multi Whse: N      Corres #: 0  
 Std Note Code NV STD/VAP/DAP                      Cycle Count: 00  
    Sku Reserved: 0  
    Sku Available: 0  
 Asset Code: TC      Asset Prom No: 0      Sku in Process: 0  
     Exp Code: TC      Exp Prom No: 800008020301      Sku Backordered: 0  
 Brand Code: 3200 WINSTON                      Budget Code: 3200      Number BO: 0  
 Repackable: N      Sku Pkg: BOX      Sku on Hand: 0  
     Ups Flag: N      Po Pkg: 1.000      Future Not Rsvd: 0  
 United Inch:      UPC:      Sku Alloc Avail: 150965  
     Sku Weight:      Sku/Mast Pk: 1.000  
     Sku Cube:      Master Pk: N (Y/N)      Avg Sku Cost: 8.7400  
 Invntry Mgr: WGBSR      TERESA SMITH  
     Allocated: Y      Sku/Mast Pk Per Pallet: 0      \$ Onhand:  
 Program Mgt:      Category: 023 320 361 POS KITS      LE: 0.0000  
 Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---  
     HELP   Cmnt   Retrn                      Pl/Cs                      Main

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